MIGHTY CITIZEN

We transform government.

CONTACT US: (512) 459-7000 | mightycitizen.com | Washington, DC · Austin, TX

Improving citizens' lives through meaningful engagement and digital transformation.

WHO WE ARE

Mighty Citizen is the branding and digital transformation agency for the government. We strategically partner with our clients to create citizen-centric, web-based marketing services, and compelling digital experiences. With the successful completion of 600+ projects, we are a reliable and trusted advisor.

WHAT WE DO

Working in partnership with our government clients, we craft branding, marketing, and digital solutions that empower citizens, streamline processes, and enable government agencies to cost-effectively achieve their missions and strategic goals. We modernize and transform the citizen experience through insightful research, human-centered design solutions, improved usability, and reliability of government's critical digital services.

CORE COMPETENCIES

- Marketing Consulting
- Web Development, Redesign & Modernization
- Research & Analytics
- Branding & Strategy
- UX Design & Content Development
- Search Engine Optimization (SEO)
- Content Governance
- Security, Privacy, Accessibility & Standards

TradeMark Media
DBA Mighty Citizen
Founded 1999

DUNS: 19-540-7643
Unique Entity ID: M6M8ANNS75E9
CAGE Code: 7KFT0
Business Size: Small

NAICS

541511
Web Based Marketing and Custom Computer Programming Services

541613
Marketing Consulting Services

518210
Data processing, Hosting and Related Services

541430
Graphic Design

541512
Computer System Design Services

541519
Other Computer Related Services

512110
Video Production

541810
Advertising Services

541910
Market Research and Public Opinion

561920
Conference, Meeting, Event and Trade Show Planning Services

541990
All Other Professional, Scientific and Technical Services

CONTACT:

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Texas Health and Human Services (Navigate Life Texas)

The Navigate Life Texas website is a comprehensive, birth-to-adulthood guide for families with children with disabilities. We conducted research to learn how families would benefit from the website, which informed our design and content strategy. Stakeholders met with us for usability testing, allowing us to build a crucial website for millions of Texans.

For years, we iterated on the branding and website. After additional research, we redesigned their logo to better reflect their target audience and purpose. We also produced custom videos, emails, and ads, driving traffic to the site. The website has been very successful in helping Texas families navigate life with disabilities.

Texas Department of Information Resources (DIR)

We conducted extensive research for the Texas DIR that included focus groups, a content audit, an expert website review, a tech review, and user journeys. Our imperative was to move Texas DIR to a new Content Management System and restructure their site content, making it easier to find and digest an abundance of content. Also included were a messaging platform to provide foundational content for the agency and a content governance plan to manage content moving forward.

Currently, we're working to help DIR improve their search by integrating a custom 3rd party search solution.

Texas Education Agency (TEA)

For the Texas Education Agency, we created the Texas Resource Review, a web system for reviewers to evaluate academic materials (based on an expert-created rubric). The system provides curriculum decision makers the information they need to streamline purchasing decisions. Curriculum counsels spend hours upon hours reviewing each individual material. This system gives them an unbiased way to compare materials across a grade level and rubric, saving them time and resources.

We continue to iterate upon the existing technology to make the system easier for users to navigate and reviewers to input information.

Auburn University's Harbert College of Business

The Harbert College of Business has transformed how the world thinks about business school. Mighty Citizen helped them separate and elevate their online brand to cut through a "football school" perception. Their reimagined website highlights their unique strengths, student successes, and campus stories so students can picture themselves not just at Auburn, but at the Harbert College of Business. We didn't stop with just a website. We also crafted a content governance plan to help the school manage and streamline all of their online content across all departments.

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